

Message Text

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 6902

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UNCLAS LONDON 16858

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: SELFRIDGES IN-STORE PROMOTION

REF: STATE 280401

1. EMBASSY AND SELFRIDGES GRATEFUL FOR ARRANGEMENTS BEING MADE BY USDOC FOR SELFRIDGES MANAGEMENT AND BUYERS AT NATIONAL HOUSEWARES EXHIBITION, CHICAGO MERCHANDISE MART AND WITH LEADING CHICAGO STORES (PARAS 2, 3 AND 5 REFTEL).

2. WILLIAMS AND TEAM WILL REPORT TO CHARLES JOHNSON/ MOLLIE CLEVELAND IN THE INTERNATIONAL BUSINESSMEN'S LOUNGE AT NATIONAL HOUSEWARES EXHIBITION, MCCORMICK PLACE, CHICAGO, MONDAY, JANUARY 13, A.M. UNLESS INSTRUCTIONS RECEIVED IN MEANTIME TO CONTRARY.

3. WILLIAMS AND MILLARD APPRECIATE HEAVY DEMAND FOR HISTORICAL EXHIBITS AND WOULD BE GRATEFUL IF APPOINTMENTS BE ARRANGED BY USDOC WITH THE AMERICAN REVOLUTIONARY BICENTENNIAL ADMINISTRATION AND THE AMERICAN FREEDOM TRAIN FOUNDATION INC. IN WASHINGTON DURING THEIR TWO-DAY VISIT, JAN. 16-17 (PARA 6 REFTEL). SELFRIDGES IN MEANTIME WILL CONTACT DIRECTOR OF AMERICAN MUSEUM IN BRITAIN LOCATED IN BATH. EMBASSY WOULD LIKE TO STRESS IMPORTANCE EVERY EFFORT BE MADE IN WASHINGTON TO PROCURE SPECTACULAR CENTERPIECE WHICH STORE MANAGEMENT FEEL ESSENTIAL TO ACHIEVE IMPACT ON BRITISH PUBLIC. THIS
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WILL BE FIRST IN-STORE PROMOTION IN U.K. IN SOME TIME

AND SUCCESSFUL OUTCOME WILL HAVE TREMENDOUS NATIONWIDE EFFECT ON U.K. DEPARTMENT STORE MANAGEMENT, IMPORTERS/ AGENTS, RETAILERS AND THE BUYING PUBLIC.

4. REF PARA 7 REFTTEL. GIVEN APPROPRIATE SOURCES OF SUPPLY OF SUITABLE MERCHANDISE SELFRIDGES HOPE TO FAR EXCEED MINIMUM TARGET OF 250,000 DOLLARS. WITH SUFFICIENT QUANTITIES OF APPROPRIATE GOODS AND SUITABLE DISPLAY WITH GREAT PUBLIC APPEAL, SELFRIDGES MAY WELL EXTEND PROMOTION FOR SIX WEEKS.

5. PLEASE NOTIFY EMBASSY OF TIME AND PLACE OF MEETING WITH /USDOC IN-STORE PROMOTION CHIEF IN WASHINGTON D.C. AND OF APPOINTMENTS WITH ORGANIZATIONS MENTIONED PARA 3 ABOVE. VISITORS ANXIOUS TO MAKE FULL USE OF LIMITED TIME AVAILABLE TO THEM FOR APPOINTMENTS WHILE IN WASHINGTON. SPIERS

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